

TOURISM COMMITTEE MEETING

February 7, 2019

3:00 p.m.

Members Present: Jim Jackson, Angela Logan, Judy Roettger, Jessi Mishler, Jeremy Poole

Members Absent: None

Others Present: Rae Ann Ailts, Mike Darrow, Lori Brinkman

Jim Jackson called the meeting to order at 3:00 p.m.

Judy Roettger moved to adopt the agenda as presented, seconded by Jeremy Poole and carried.

Judy Roettger moved to approve the minutes from the previous meeting (October 11, 2018), seconded by Jeremy Poole and carried.

Robert's Rules of Order

Rae Ann Ailts noted there will be upcoming presentations on Robert's Rules of Order for public meetings. She encouraged committee members to attend to familiarize themselves with rules for open and closed meetings.

Room Tax Collections

Rae Ann gave an overview of the 2018 Room Tax Collections. The total was \$108,758, which was over the projected amount, due in large part to the Best Western Plus opening in 2018. Growth has increased over the past four years. Room tax monies are used to promote tourism in New Richmond and help fund events such as the Heritage Hillside Series, Fun Fest, police salaries for special events/parades, downtown enhancements, and more.

Funding Request Application

Rae Ann explained the need to provide a process and application to assist in reviewing funding requests that come in to the City to appropriate room tax revenue. Seventy percent of room tax expenditures will be funneled through the Tourism Committee. Rae Ann briefly reviewed the draft "Tourism Promotion and Development Funding Request Application". The process would be to accept applications from January 1 to June 30 and then the Committee will review the applications and later make their recommendations to the City Council. Discussion followed. Suggested items to add to the application are: how many attendees do you expect at your event, where will you advertise for your event, provide a statement of need; along with stating applicants can attach a letter with more details if they'd like. Members will send further feedback by e-mail to Rae Ann. At this time, Staff is seeking recommendation of the following timeline:

January 1 – June 30 – request/application period

August/September – review period

September/October – funding recommendations made to City Council

November/December – adopting of budget including the funding recommendations

Jessi Mishler moved to accept the recommended timeline as presented, seconded by Angela and carried.

Funding Request – Heritage Hillside Series

The Heritage Center holds a summer concert series which runs for seven weeks (called the Heritage Hillside Series). In 2015, the City approved funding of \$3,000 per year for three years to support this series. During the October meeting, the Tourism Committee recommended \$3,000 in funding for the Heritage Hillside Series for 2019, which was approved by the City Council and adopted as part of the 2019 budget. The Heritage Center is requesting funding through 2021 in the amount of \$3,000 per year to continue to support the Heritage Hillside Series. Staff recommends reviewing this request at the September meeting.

Judy Roettger moved to accept Staff's recommendation to review the Heritage Center's 2020 and 2021 funding request at the September 2019 meeting at which time all 2020 funding requests will be reviewed as part of the budgeting process, seconded by Jeremy Poole and carried.

Communications/Miscellaneous

- Mike Darrow won the temperature guessing contest.
- Jim Jackson reached out to KQRS as they are looking for a Western Wisconsin city to host them during their summer tour.
- There may be a Tourism Meeting held on March 21; Rae Ann will send out follow-up details.

Judy Roettger moved to adjourn the meeting, seconded by Jeremy Poole and carried.

Meeting adjourned at 3:29 p.m.